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**FINANCIAL KPI’s - EXAMPLES**

It is important to set and monitor key performance indicators so you can track whether your organization is meeting its financial goals and managing money responsibly. But what kind of metrics should you be using?

* **Membership Growth by Tier** - Helps you to analyze the financial returns on your membership recruitment efforts
* **Percentage of Membership Market Share** - How much dues income are you generating from your target demographic, and how much more could you generate?
* **Membership Retention Rate** - Are you losing potential dues income because members aren’t renewing?
* **Visitors to website and social media** - Is the money you are spending on online marketing producing the desired return?
* **Ratio of dues income to non-dues income** - Are you too reliant on income from a single source?
* **Rate of member event attendance/program enrollment** - Is the amount of your budget allocated to events and programs generating a worthwhile return?
* **Number of media mentions** - What kind of return are you getting on your marketing budget?
* **Number of lobbying contacts with government** - If you have money budgeted for lobbying/advocacy, is it generating a worthwhile return?